

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Diageo North America, Inc.		08/11/2008	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Diageo Chateau & Estate Wines Company		
Street Address:	240 Gateway Road West		
City:	Napa		
State/Country:	CALIFORNIA		
Postal Code:	94558		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77481229	SIGNET	
Serial Number:	77484718	MONGREL ROUGE	
Serial Number:	77490445	MOON MOUNTAIN VINEYARD	
CORRESPONDENCE DATA			
Fax Number: (202)739-3001			
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone: 202.739.5093			
Email: kaltoff@morganlewis.com			
Correspondent Name: Kristin H. Altoff			
Address Line 1: 1111 Pennsylvania Avenue, NW			
Address Line 2: ATTN: TMSU			
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004			
ATTORNEY DOCKET NUMBER:		FAIRBANKS - DC&E	
NAME OF SUBMITTER:		Kristin H. Altoff	

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TRADEMARK  
 REEL: 003833 FRAME: 0080

Signature:

/Kristin H. Altoff/

Date:

08/12/2008

Total Attachments: 2

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United States

## TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Diageo North America, Inc., a corporation organized and existing under the laws of Connecticut, U.S.A. and having its principal place of business at 801 Main Avenue, Norwalk, Connecticut, 06851, U.S.A. (hereinafter "Assignor"), in favor of Diageo Chateau & Estate Wines Company, a corporation existing under the laws of California, located at 240 Gateway Road West, Napa, California 94558, U.S.A. (hereinafter "Assignee").

WHEREAS, the Assignor was the owner of the Marks listed on the attached Schedule, the goodwill of the business associated with the marks, and the business to which the Marks pertain, and desires to confirm having assigned all of its right, title, and interest in and to the Marks along with the associated goodwill and the portion of the business to which the Marks pertain to the Assignee.

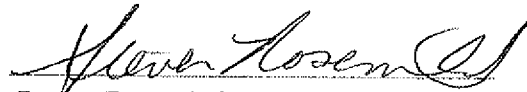
WHEREAS, Assignor did, on June 30, 2008, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Marks, their associated goodwill, and the portion of the business to which the Marks pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of June 30, 2008, its entire right, title and interest in and to Marks, their associated goodwill, and the portion of the business to which the Marks pertain, including the right to sue for and receive all damages from past infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 11<sup>th</sup> day of August 2008.

**Diageo North America, Inc.**

By:



Name: Steven Rosenthal

Title: Assistant Secretary

**UNITED STATES  
SCHEDULE**

<b>Mark</b>	<b>Reg/App. No.</b>	<b>Status</b>
SIGNET – Word Block Letters	77/481229	Pending
MONGREL ROUGE - Word Block Letters	77/484718	Pending
MOON MOUNTAIN VINEYARD – Word Block Letters	77/490445	Pending

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**RECORDED: 08/12/2008**

**TRADEMARK  
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